

## REMARKS

Claims 72-108 are now pending in the present application. More specifically, claims 1-71 are cancelled, and claims 72-108 are newly added.

### A. Interview Summary:

The Examiner has indicated to the undersigned Applicants' attorney that no further comments from Applicants are required regarding the interview of November 25, 2003.

### B. Objection to Drawing

Applicants have amended FIG. 19A responsive to the Examiner's objection.

### C. Cancelled Claims

Claims 1-71 have been cancelled without prejudice, waiver, or disclaimer. Applicants are not expressly addressing the validity of assertions made by the Examiner regarding claims 1-71 since the validity of such assertions are not relevant to the allowance of the currently pending claims 72-108. Therefore, Applicants should not be presumed to agree with any statements made by the Examiner regarding claims 1-71 unless otherwise specifically indicated by Applicants.

### D. New Claims

Claim 72-108 have been newly added. The newly added claims 72-108 are adequately supported by the specification. Consideration of new claims 72-108 is respectfully requested. The references cited by the Examiner do not disclose, teach, or suggest the combination of any of the newly added claims 72-108.

### Claims 72-79

Claims 72-79 are allowable for at least the reason that none of the cited references teach, suggest, or disclose "suspending the provision of the motion video presentation responsive to a first user input; and providing a promotional motion video presentation to the STT responsive to the first user input."

#### Claims 80-87

Claims 80-87 are allowable for at least the reason that none of the cited references teach, suggest, or disclose “suspend the provision of the motion video presentation responsive to a first user input; and provide a promotional motion video presentation to the user responsive to the first user input.”

#### Claims 88-95

Claims 88-95 are allowable for at least the reason that none of the cited references teach, suggest, or disclose “means for suspending the provision of the motion video presentation responsive to a first user input; and means for providing a promotional motion video presentation responsive to the first user input.”

#### Claims 96-104

Claims 96-104 are allowable for at least the reason that none of the cited references teach, suggest, or disclose “receive merchandise advertising data associated with a plurality of motion video presentations” and “receive said one of the plurality of motion video presentations over the dedicated network session.”

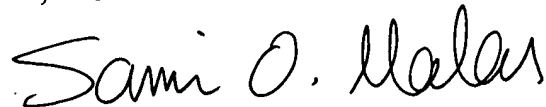
#### Claims 105-108

Claims 105-108 are allowable for at least the reason that none of the cited references teach, suggest, or disclose “suspending the provision of the rented motion video presentation responsive to a first user input; and providing a promotional motion video presentation to the user responsive to the first user input.”

**CONCLUSION**

Applicants respectfully maintain that the currently pending claims 72-108 are in condition for allowance. Should the Examiner have any comments or suggestions that would place the subject patent application in better condition for allowance, he is respectfully requested to telephone the undersigned attorney at (770) 933-9500.

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& RISLEY, L.L.P.**



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